MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

PMC0017 - DISCOVERING MASS COMMUNICATION

(All groups / sections)

17 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions in **Sections A.**
3. Choose **ONE** of the **TWO** questions in **Section B.**
4. Write your answers in the Answer Booklet.

SECTION A: SHORT ANSWER (40 MARKS)

Instructions: Answer **ALL** questions in this section. Write your answers in the Answer Booklet

1. Introduction to Mass Communication
   a) Explain Mass Communication (3 marks)
   b) Explain Mass Media (2 marks)
   c) What is the relationship between mass communication and mass media? Provide three examples. (5 marks)

2. Explain five ways how mass media can help promote culture. (10 marks)

3. According to Henry Jenkins, there are five convergences that are related to media convergence. These are technological convergence, economic convergence, social convergence, cultural convergence, and global convergence. Explain three of these convergences. (6 marks)

4. *Media industry is a powerful tool that can be used to influence the masses. For this reason, people have positive and negative ideas towards the media industry.*
   Explain two reasons why people have negative ideas towards the industry. (4 marks)

5. Explain the relationship between the idea of globalisation and the term 'media ecology'. (6 marks)

6. "Ethics is concerned with what is right or wrong, fair or unfair, caring or uncaring, good or bad, responsible or irresponsible, and the like."
   Based on this statement, explain the two main principles of social media ethics. (4 marks)

SECTION B: ESSAY WRITING (20 MARKS)

Instructions: Answer **ONE** of the **TWO** questions in this section. Write your answers in the Answer Booklet.

1. Throughout the world, there are thousands of radio broadcast and TV stations, along with hundreds of cable TV and satellite radio stations. On top of that, we have daily newspapers, magazines targeting all kinds of readers, and, of course, the immeasurable breadth of the internet. This means that we have more ways to reach more people than we have ever had in the history of humankind. It also means that mass media simultaneously benefits us and creates new problems.
   Write an essay of around **300 words** discussing the benefits and drawbacks of mass media to society.

2. Social networking companies are amongst the fastest growing and these social networking sites are regularly cited as the most searched for and viewed sites on the Internet (Most Popular Websites, 2013).
   In about **300 words**, describe the impacts of social media on businesses in Malaysia.

End of Paper